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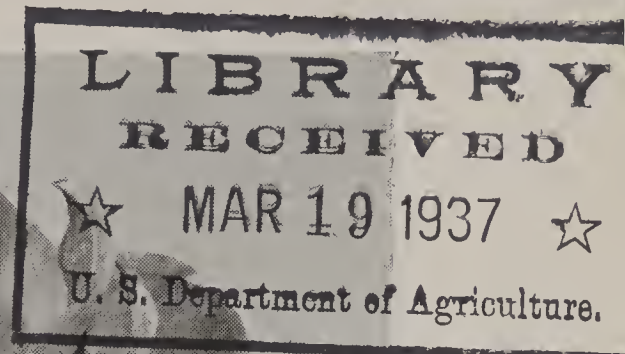
# Success DAHLIA Gardens

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171 FERRY STREET



LAWRENCE, MASS.



LELAND STANFORD

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## GIANTS OF THE SHOW ROOM

SEASON 1937



# General Information

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**TERMS:** Remittance with order on or before shipment. Retail orders are delivered prepaid. Please remit by Bank Draft, Post Office Order, or Registered Mail. Remittance must be made by Postal Order from Canada or other foreign countries.

**ORDER EARLY** and avoid disappointment should your choice of variety desired be sold out. Orders are filled in rotation as received. If for any reason we are unable to fill an order complete we will assume no responsibility in excess of purchase price of stock we are unable to supply.

**SHIPPING:** We begin shipping tubers about April 15th unless otherwise desired. Green plants are shipped from May 15th to June 15th.

**SUBSTITUTION:** We never substitute without permission, but suggest you mention a second choice.

**CULTURE:** Complete instructions for growing Dahlias will be sent with each order.

**GUARANTEE:** All stock is guaranteed to be true to name and in growing condition upon arrival. If for any reason it is found otherwise, please return at once and we will cheerfully replace or refund purchase price if requested to do so.

**GREEN PLANTS:** Our green plants are all base cuttings, which make stocky, well rooted plants that will grow and produce fine blooms and make good clean tubers. Our plants are grown in a green house specially built for this purpose. They are grown under moderate heat, and at the proper time are hardened off in cold frames. We have shipped green plants to California and they arrived in fine condition. No plants sent C. O. D.

**COMMERCIAL GROWERS:** We cater to a high class retail trade, but we will allow the usual trade discount on our own introductions and on other varieties where our stock will permit, except where prices are net. Write for discount mentioning varieties wanted. We grow many varieties not listed.

**CONDITION OF SALES (Read Carefully):** Shipments not made earlier than February 1st. Will not be responsible for stock after acceptance by purchaser, if such stock is to be used for propagating to make green plants or cuttings. We cannot assume responsibility after stock is accepted. All stock sent out will have at least one good strong eye. Do not hesitate to **return stock immediately**, if not satisfactory. We are compelled to do this on account of stock being returned in a decayed condition caused by improper propagation, for which we were in no way responsible. We as usual will send out nothing but first class stock guaranteed to be true to name.

**ABBREVIATIONS:** C., Cactus; H. C., Hybrid Cactus; D., Decorative; P., Peony-flowered; I Dec., Informal Decorative; F. Dec., Formal Decorative; S. C., Semi-Cactus; I. C., Incurved Cactus.

**Notice:** This list cancels all previous prices.

**NOTE:** We have used the originator's description in describing many of the newer varieties but we are not responsible as to the perfect color description, size or habit of the Dahlia described, as different soils and climatic conditions often cause plants to produce blooms that vary somewhat from color described.

**CANADIAN REGULATIONS:** To import Dahlias into Canada, a special permit must be obtained from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, Ont. We must know the number of your permit so it can be mentioned upon the parcels and invoices, and require the white mailing tags, issued by the Board to affix to parcels, one for each parcel.

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## EARLY SHIPMENT NOTICE (Read before ordering)

As we are supplying commercial growers with the best in Dahlias and because of their constant request for early shipments, we wish to state that we use great care to protect any and all shipments so that the shipment will arrive at its destination in the best possible condition. But it is understood that **WE ASSUME NO RESPONSIBILITY FOR INJURY BY FREEZING OR OTHERWISE ON ANY ORDERS SHIPPED BEFORE APRIL 1st.** We advise the shipping of early orders by express, as the express concerns are liable for any kind of loss while in transit. Parcel Post packages are not or cannot be insured against loss by freezing. They are only insured to guarantee delivery at destination, but special attention is given perishable shipments by mail. In all our experience in shipping early orders, very few have failed to reach the purchaser in the best of condition, but still we wish to protect ourselves as many orders are large and very valuable. Therefore we urge again express shipments up to April 1st. Protect yourself by requesting express shipment before the above date.



## Our Greetings for 1937

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AT this season of the year, in extending our warmest greetings and best wishes to our many customers and friends, we wish also to thank them for their generous patronage and the confidence they have shown in our Dahlias and in our reputation for giving full value for every dollar.

We deeply appreciate this confidence and are satisfied that the following list of new creations will maintain the high standard of quality which in the past has earned that confidence.

There are no better Dahlias being offered at any price, and we highly recommend each and every one and feel confident that many of these Dahlias will be Show Room sensations this season.

A happy surprise is in store for you, if you like the sensational in a Dahlia,—the kind that will make your garden a meeting place for the Dahlia fans, the kind that will draw the crowd at the shows and bring home the prize for the best flower in the show or the largest in the show, the kind we are proud to have our customers grow.

Your success in growing prize winners with our bulbs is of more importance to us than winning prizes ourselves. We introduce the best in Dahlias for our customers to win with.

To the newcomer and prospective customer:

We respectfully solicit your patronage and assure you that your orders will receive our personal attention. A trial order will convince you that our stock, service, and business methods are all designed to make you one of our "SUCCESS FAMILY."

No transaction is complete with us until our customer is satisfied in every way.

Sincerely yours,

CHARLES G. REED.







## MARGARET E. BROOMALL (15 Inch Bloom)

U. S. Patent No. 36

Holds worlds record today as it did six years ago when it scored the all time Trial Garden record of 93½ points and for good measure the worlds record for size of bloom ever produced in a Trial garden. This is some record of six years standing, however, it seems that an unusual number of white Dahlias are coming out for the season of 1937 and some introducers pronounce them to be the white of all time, how ridiculous, did any of them score ninety points at the Trial Gardens? Did they produce any 12 inch bloom at any Trial Garden? If you are interested in the best white, not by our say so, but from words and certified scores from the worlds best judges, we urge you to try this giant among giants. This variety has received more publicity than any other Dahlia in the world, why not have one in your garden and thereby have a different garden? It makes the garden. Don't forget that it has produced a 16 inch bloom on a bush carrying seven other bloom nearly fully open, no guess work measurements, but certified by Notary Public. We, by the way, are the only grower who have ever published certified measurements. I wonder why? **Strong Divisions \$20.00 Net — Plant \$10.00 Net**

—DISTRIBUTORS—

SUCCESS DAHLIA GARDENS  
LAWRENCE, MASS.

C. W. BALLAY  
PALO ALTO, CALIFORNIA

SPARK'S DAHLIA GARDENS, 616 HUTCHINS AVE., COLUMBUS, IND.



## Our Former Introduction of Superior Merit

**AZURA (Inf. Dec.)**—Rosy lilac with a bluish violet sheen. A very large deep flower which can compete in the "largest" class, many blooms measuring 12 to 14 inches in diameter. Plant tall and strong and free blooming and the blooms have a distinctive and interesting formation. This is not "just another rose pink" but the very best in this color range. Winner as Best Undisseminated Decorative at the San Francisco show. We believe this variety will be the dark horse in the largest bloom class in 1937. Watch this giant.

Root.....\$7.50

Plant.....\$3.50



**AZURA**

**BOSPHORUS (Inf. Dec.)**—Deep burnt orange or golden brown. A fine, large, well shaped flower in a color that is new in our experience. It is a dark flower, almost as deep in the orange tone in the body of the flower as maroon is to red, but shades to a lighter orange at the edges of the petals. We recommend this Dahlia on its color, but it is charming and satisfactory in all respects. This variety should be grown strong from the start like Full Moon and some other Dahlias with stalky habits, it will have a long straight stem and will be immensely attractive when cut. Certificate of Merit at Storrs. ....Root \$3.50. Plant \$1.75.

**CADET (Semi-Cac.)**—One of our best 1934 introductions. A light primrose yellow. It has plenty of size, the best of stems and is outstanding in any collection. The petals, long, well-rolled and but slightly incurved, are well placed and just numerous enough to form an exceedingly graceful flower. Root \$2.00.

**CALIFORNIA IDOL (I. D.)**—Clear bright and self-colored yellow. Not only in the specimen bloom classes but when shown in quantity as well, this dahlia appears to have been the 1936 show room champion. In almost every show it has

been a winner in such entries as Best Bloom, Largest Bloom, Best Yellow, Best 1935 introduction, Most Meritorious Entry, Best 25, Best 12, Best Basket, etc. At the National Show at Detroit the winning entry of 25 blooms was selected by the Detroit Press to be featured in the newspapers. At San Francisco last year a 15-inch bloom won as the Largest Flower in the show. It has been acclaimed by many dahlia fanciers throughout the land as "the world's best dahlia." The accompanying picture was sent us by one of the best amateur growers in Los Angeles. We quote again Mr. Derrill W. Hart's statement in his 1934 Roll of Honor: "This giant yellow has a coast-to-coast record as a 1934 winner. At the show of the Dahlia Society of California it won the Gold Medal as the Best 3-year old seedling. At Boston it won the Achievement Medal as best undisseminated dahlia. It was one of the outstanding varieties at Storrs this year. It is a fine grower with a deep flower of clear glistening yellow, a true pastel shade. Here will be a new competitor in the specimen bloom classes." California Idol is doubtless one of the truly great dahlias. The growth of the plant is ideal. Average height is about 5 feet. Blooms early and freely. Foliage clean and attractive. Keeps well when cut. Root \$5.00. Plant \$2.50.





Miss Gene Landess, of Fayetteville, Tenn., admiring three bloom of California Rose grown by her father, Dr. Landess. This is a prize winning snap.

**CALIFORNIA PEACH (Pink Satan) (Semi Cac.)**—Bright coral or peach pink, a pink without any trace of lavender. Reverse of petals a lighter shade. Size and formation of this flower are very similar to Satan. It is a seedling of Satan crossed with Eagle Rock Fantasy and the foliage and general habit of growth are much like the latter. The good qualities of both parents have been improved upon, if anything, in this origination. A great bloom of Satan of rich glowing pink is a dream come true. California Peach was the great sensation at the Boston Show, winning there as the Best Flower in the Show, the Massachusetts Horticultural Society's Medal as the Best New Dahlia, and also the Achievement Medal. Winner also as the Best Undisseminated Semi-Cactus at San Francisco. This variety will prove to be worth far more than we are asking but we do not want to make our prices out of the reach of many real dahlia lovers. As it is not an early bloomer it is well to allow the very spectacular crown flower to bloom for exhibition purposes. Included in all the 1936 Rolls of Honor and we quote below statements of the impressions it made on the world's greatest authorities on dahlias: Mr. Derrill W. Hart in the Flower Grower describes it as "A grand dahlia of real distinction and beauty . . . and a dahlia that will make a high record of winning because of its size and distinction. You

can get a perfect idea of this flower if you imagine Satan in a clear coral pink." A pink Satan in every respect.

Plant \$5.00.

**CALIFORNIA ROSE (Inf. Dec.)**—Clear bright rose. Exquisite coloring, large, tall-growing, describe in a few words the salient features of this unusually satisfactory new Dahlia. California Rose is also included in Mr. Hart's 1934 Dahlia Review. For a number of years, Mr. Hart, in his annual Roll of Honor, has been able to select with remarkable accuracy the future Dahlia favorites. We quote Mr. Hart's statement: "One of the most beautiful of the novelties, and I must assume it was not shown in California or else we would have heard more about it. A bright salmon rose and a particularly beautiful flower for cutting. It was the best keeper I had on trial this year. Flower large, but extremely graceful." Awarded certificate at Storrs, Conn. Trial Garden in 1935. A sensation at the New York show in 1935, shown by amateur grower and winner of many prizes.

Root \$3.50. Plant \$1.75.

**CELESTE (Dec.)**—Lilac pink overlaid with carmine. A very handsome large flower. . . . . Root \$1.00

**CHARLES G. REED (F. Dec.)**—Purple red. Best Dahlia exhibited at National Show in England, 1935, also 1932, double champion. Has won numerous prizes and is the Roll of Honor Dahila. Root \$1.00.

**CHEROKEE**—S. C. Lavender pink with a light center. A positive semi-cactus which in some respects might be described as a very much improved Marion Broomall. The flower is large and deep with plenty of petals and the stems are extra long and straight. Since it is an exceptional free bloomer it is invaluable as a cut flower and the color appears to particularly good advantage indoors. Plant does best if allowed to branch early by cutting out the center. . . . \$5.00.

**DON JUAN (Semi-Cac.)**—Scarlet orange with a reverse of lighter orange. This is one of the truly spectacular varieties and should add to the fame of Ballay-Success Dahlias in the "Giants of the Show Room" class. If you have a crown flower of Don Juan for the show you will be hard to beat. Later flowers will be very numerous and large but an occasional one may have a crook in the stem. This variety is a true semi-cactus with the center rows of petals rather broad and spreading, but with the outer rows decidedly rolled and well incurved. Color is just about as bright as it is possible for a color to be. It has brought favorable comment from those who have seen it growing, and from the exhibitor's point of view we consider it one of the most sensational of the year's introductions. Don't pass up this super-dahlia.

Root \$3.50. Plant \$1.75.



**DRUM MAJOR (For. Dec.)**—Pale gold with a reverse of deeper gold. A very, very tall Dahlia, standing head and shoulders above all the rest, and very large and showy. Not an early nor particularly free bloomer, but all flowers are perfect on extremely good strong stems. Have you ever needed some large flowers on 4-foot canes to top off your exhibit? This variety will serve that purpose and may win a prize for you too. Root \$2.50.

**EUGENIA BALLAY (Inf. Dec.)**—Rich Cream. This Dahlia won as the Best Established three-year-old in keen competition at the Palace Hotel Show and can always be counted on to exhibit to good advantage .....Root \$2.00.

**GLAMOUR (Inf. Dec.)**—Bright apricot overlaid with sunset pink. This is one of the finest of our new introductions, a 12-inch flower with perfect form and delightful color. The color resembles somewhat Chautauqua Sunset and the stem is long and the plant well branched. As we are writing this on Nov. 12th, there are still many large closed-centered flowers on the bushes that we are cutting to sell .....Root \$2.50.

**GRANDEE (I. D.)**—Light nopal red shaded orange yellow. We have had reports of this Dahlia having been grown over 16 inches. One man in Southern California writes that he has a bloom of Grandee over 16 inches by actual measurement and that it was not a terminal flower. There were three other flowers on the bush at the same time, all of which were very large. It has won as the largest flower in a number of shows. Last year it was largest both at the Los Angeles and Long Beach shows, and previously at the California Flower Festival. A report from Holland stated that it was the largest American importation. In 1933 it received the Achievement Medal at San Francisco and the same year was described by Mr. Hart on his Roll of Honor as follows: "'Great' is indeed the right adjective to use here. A very large flower of a striking combination of Spanish red and golden yellow . . . .



A study in black and yellow. A prize winning snap of the 1936 champion California Idol. Snap entered in our contest by Mrs. E. S. Landess, of Fayetteville, Tenn.

It has individuality." Grandee is a model exhibition Dahlia. Height of plant is about 4 feet. A free and early bloomer.

NOTE: We have never grown a Dahlia that will produce as many large bloom, throughout the season as Grandee. Keep this plant free from buds until it reaches the height of at least three feet or you will have a very dwarf plant with plenty of 14-15 inch bloom. ....Root \$2.50.

## We are Exclusive Eastern Introducers of the Famous Ballay Prize Winning Dahlias

It has been a pleasure for us to introduce the famous Ballay introductions for the past few years in all the territory east of the Mississippi River. In that time we have seen a great improvement in Mr. Ballay's creations, especially in size and color. We have in our "Hope Chest" something quite different for 1938 which will be growing in our test garden at Lawrence, Mass., this year, in fact all of Mr. Ballay's new originations are grown here before releasing. You have our promise that we are in a position to keep our customers at the top in prize winning. Mr. C. W. Ballay joins me in extending our best wishes to the growers of our Ballay-Success originations which have proven them to be the "GIANTS OF THE SHOW ROOM," a claim that has never been disputed. Our 1937 wonder Dahlias are described elsewhere in this catalog.



**MISS GLORY (Semi-Cac.)**—Apricot-yellow. This dahlia has been a close rival of California Peach this season. We cannot say which is the better. It too bears some resemblance to Satan but has finer petalage and is more incurved. Its fine form and the soft, mellow color is quite entrancing. What California Idol is in the yellow decorative class this is to the yellow cactus. It is massive in size, yet an extremely refined flower in every sense. A free and an early bloomer with perfect stems. At Storrs Trial Gardens it received a Certificate of Merit with a score of 86. At Bronx Park Botanical Gardens, New York City, where it was grown under number, it was one of the most popular entrants. In our own display garden it was one of the general favorites. This is a real dahlia with a future. The following extracts concerning Miss Glory are taken from the 1936 Honor Rolls: From Mr. J. T. Johnston's very excellent review in House Beautiful: "This new one is a very large semi-cactus, adding another fine dahlia to this type for the year. The color is a soft apricot yellow; the petals are well rolled and considerably incurved. It blooms early and freely and has good foliage with long strong stems that support the flower nicely. . . . This dahlia is well regarded on the west coast, three different and capable dahlia fanciers writing me about it." By Mr. Hart in Flower Grower: "Certificate at Storrs, 1935, and winner as best 2-year old at San Francisco, 1934. The color is a luscious pale apricot, and the judges at Storrs generally considered this one of the outstanding dahlias at the trial grounds this year." Mr. Barron in American Home describes it as "most pleasing in decorative arrangements and in the garden." This variety grew 12-inch bloom at Storrs in 1935 and the highest scoring semi-cactus at the trials that season.

Root \$7.50. Plant \$3.50.

**MONA LISA (Inf. Dec.)**—Purplish maroon. A large and pleasing new dark dahlia that will not fade in the sunshine. One of the first to bloom, and is still going strong at the end of the season. It is particularly useful in that it is just the proper color note to bring out other shades both on display and in the garden. Dark dahlias by contrast emphasize the true beauty of other softer colored ones. Then, too, in a collection, all else equal, the blue ribbon goes to the one representing the greatest range of color. Mona Lisa is the best dark dahlia we have seen. . . . .Root \$5.00. Plant \$2.50.

**MAY DAY (Inf. Dec.)**—Rosy pink, lightly touched with gold. A variety of medium size that is an exceedingly prolific bloomer. Pleasing formation and excellent coloring that everyone loves. It will never win as the largest flower in the show, but with a few plants it would not be hard to have a vase or basket of 12 or even 25. At the California Flower Festival, where our display again received the First Prize, a large bowl of this Dahlia combined with the maroon colored blooms of Domino was a novel arrangement and one that attracted a great deal of attention. Certificate of Merit at Storrs. . . . .Root \$2.50.

**MONTALVO (Inf. Dec.)**—Golden bronze shading to a deep bronze center. Size seems to characterize most of our introductions this year, but not at the expense of beauty. We have been asked repeatedly for extremely large ones and this time we are able to supply them with a vengeance. Montalvo is another 12 inch Dahlia when grown with ordinarily good care and it has proportionate depth and strength of stem. . . . .Root \$1.00.

**MURPHY'S MASTERPIECE (Inf. Dec.)** Since we introduced this variety it has won in almost every class where it has been exhibited. It stands at the top as the largest and best decorative winner not only for 1933 but also for 1934, and with the new crop of introductions for 1935 it has cleaned up almost all opposition. There is no other red that is even near it today. Satan, the semi-cactus, another of our introductions, has battled it when it came to picking out the largest and best bloom in the show. We have two certified certificates from two customers describing one bloom of 17 inches and another 17¼ inches in diameter. Who can beat this for size? Our stock is very limited, therefore would advise ordering field grown stock direct from the introducer now. You are sure to get good stock, correctly tagged and guaranteed to please. . . . .Root \$2.00.

**NOB HILL (I. Dec.)**—Pale orange. Occasionally you see a bed of Dahlias containing so many blooms that there does not seem to be room for one more. That is how Nob Hill looked last September. In the first crop from eight to a dozen large flowers on each plant opened all at one time, all with long upright stems, fairly covering the plants. On close examination you would have found every bloom very large and deep and perfectly formed, almost every one suitable for exhibiting in the show. The gay and colorful shade of the blossom is another feature to be considered. . . . .Root \$1.50.

## JOIN THE AMERICAN DAHLIA SOCIETY

Yearly Dues of \$2.00 entitles you to the very fine Quarterly Bulletin of the Society.

Mr. Louis C. Alling, Secretary, 251 Court Street, West Haven, Conn.

## READ THE MID-WEST DAHLIA NEWS

A live publication devoted to Dahlias; \$1.00 per year.

Send subscription to Mr. D. O. Eldredge, 170 Talmadge Street, Madison, Wisconsin.



**NORTH STAR (Semi-Cac.)**—Light yellow. If this Dahlia were finer petaled, it would belong to that rare class of cactus called straight. The regularly formed flower is at once suggestive of a star. Size and stem are good and it is another that will supply many good flowers until late in the season. Furthermore, it is a good keeper and we do not hesitate to recommend it as a very useful and beautiful cut flower. ....Root \$2.50.

**PALO ALTO (S. C.)**—Bright pinkish salmon shading to sort of salmon gold at the center. "Perfection" would have been an appropriate name for this Dahlia. It has everything. Color is positive and clear both in and out of doors; moderate semi-cactus formation perfect, with centers always closed and all alike; stem stalks very tall, straight and long-jointed. Best bloom in the show at St. Louis, Mo., 1936. ....Root \$1.50.

**PEKIN (For. Dec.)**—Deep cerise rose. The color of this Dahlia somewhat reminds one of that oriental shade sometimes called Chinese pink. The many petals of the large flower are quite regularly placed but are somewhat quilled toward the center so that the general effect is not severely formal. Long, strong stems hold the flower up well, and the growth of the plant is vigorous and healthy. ....Three for \$1.00.

**ROMEO (Inf. Dec.)**—Brightest scarlet, a color as appealing as the red, red rose. The form of the flower also is particularly attractive and adds much to its beauty. In spite of the common opinion that red dahlias predominate, the fact is that really first-class reds, in comparison with a number of the other colors, are quite scarce. This red is of good size and very satisfactory, and next season we hope to realize something in red, the like of which you have not yet seen.  
Root \$5.00. Plant \$2.50.

**SATAN (S. C.)**—Flaming red with a slight touch of gold at the center. The very fine picture shown on page 19 was sent us by our customer in Japan. This 14-inch bloom won as the largest and best bloom in the show at Sapporo, Hokkaido, Japan. In previous catalogs we have listed a number of prizes won as Best or Largest in many of the leading shows, including an Achievement Medal. We told of its record at Storrs' Trial Gardens and its place on the Roll of Honor, and of similar honors won at the World's Fair, at New York, San Francisco, and other shows too numerous to mention. Satan has headed many popularity contests, such as the one conducted yearly at the Bronx Park Botanical Gardens,

New York City, the "Garden Quarterly" on the Pacific Coast, and the one published this year in the Flower Grower. Doubtless it is the most popular Dahlia in the world today. Certainly no Dahlia is more sensational or spectacular than this giant cactus. A reliable New York grower reports he grew Satan 16 inches.

Root \$1.50.



Achievement Medal Winner and largest bloom in the St. Louis show, 1936, grown by Raymond Grass of St. Louis, Mo., from our seed.

**STRONGHEART (Form. Dec.)**—There are a great many Dahlias of Autumn shades, but never have we grown one that had such a lasting impression on us. The flowers are very large and of pure gold in color, but a vivid gold, one that fairly sparkles in the sunlight. The blooms are very large—we had several close to 11 inches, with very little disbudding. They are held facing sideways on exceptionally long, strong, cane-like stems, well out and above the tall growing plant, with heavy, leathery, insect-resistant foliage, and never fails to attract by its gorgeous coloring; can easily be seen clear across a field. A clean thrifty grower, height seven feet. ....Root \$1.00.

## DAHLIA COLLECTIONS

Your choice of six of any Dahlias listed at \$1.00 for \$5.00. Our selection of six of any Dahlias listed at \$1.00 for \$4.00. Special collection of first class Dahlias, all different and all tagged with their proper names at \$25.00 per dozen and \$10.00 per dozen net. These collections will include varieties that would cost at least double the above amount if bought at catalog prices.





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**NUMBER FORTY-FOUR**—We guarantee this to be as near a 100 percent Dahlia as has ever been grown. It is the largest semi-cactus that we have ever seen. It is larger than Satan and much better habits. It is deeper than Satan. It has the perfect stem. It has never been on an Honor Roll or won an Achievement Medal. It has never been in a Trial Garden and yet it's the best in its class. It is not our origination, however, we give every Dahlia its full credit no matter by whom or where it was originated. Our money back guarantee is behind this great Dahlia, but we won't have to refund any cash. It has it. The color is flame being a nice shade of red at base of petals then blending into an attractive yellow at tips of petals. We have but little stock, therefore only one root to a customer until our stock is depleted. We want you to know that we know the good ones when we see and grow them, this variety has our 100 percent approval. Nothing will defeat it in its class in 1937 is our belief.

Strong Division \$15.00 net. Plant \$7.50





## HASLEROVA

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"HASLEROVA" (Inf. Dec.)—In presenting this Dahlia, we do it with great pleasure, as we consider the growing habits, which are almost exactly like our celebrated California Idol, is as near the perfect type of growth as could be desired. The great big buds seem to boil right out of the foliage and keep going until many are at least a foot above any foliage. I mean many, as it is not unusual to see six or more exhibition bloom on one plant. The color is white, splashed and striped with carmine. This is the largest varigated Dahlia that we have seen or grown and the color combinations are very unusual. The stems are very long and rigid. This variety was awarded two certificates at the trial gardens last season.....**Strong Divisions \$5.00 net. Plant \$2.50.**



# BALLAY-SUCCESS SUPER



SONOMA

## SONOMA

**SONOMA** (Inf. Dec.) — A combination of cream, flesh pink and amber. A light colored Dahlia of an unusual color blend. Its appearance is unique and noticeable whether in the garden or on the exhibition table, and serves a definite purpose where variety or neutral tones are required. Will grow large, have good stems, and reward with many attractive blooms.

\$10.00 Net — Plant \$5.00



## PACIFIC SPLENDOR

Achievement Medal Winning exhibit at the Mid-West show grown and shown by Spark's Dahlia Gardens, Columbus, Ind.

### **PACIFIC SPLENDOR** (Inf. Dec.)

Nearly white at the center with the body of the flower delicate lavender pink, a true pastel shade. The soft tones of this flower give it a distinctive beauty and a definite appeal. The blooms are large with good substance and with petals broad and slightly waved. Growing habits are good in all respects. At the big Mid-West Show at Cincinnati this year this new variety was awarded the Achievement Medal, grown and exhibited by Spark's Dahlia Gardens, Columbus, Ind. This makes our seventh Achievement Medal Dahlia. Cut herewith is a picture of the winning entry. At the San Francisco Show it won as the Best Undisseminated Decorative. Under No. 1188 it received a Certificate at East Lansing last year, and this year at the West Virginia Trial Gardens. Also at the Ohio Trial Gardens with a score of 88. In Flower Grower, Mr. Leonard Barron states: "Pacific Splendor was a real medal contestant in New York and seen in the trial gardens was very pleasing. Pale rosy lilac, white in the center and the rays edged with the general tone color which is officially phlox pink. Some comment has been made that it lacked substance but that very fact so far as it is true lends to the flower an appearance of grace and fragile delicacy that gives it a real allure. It is a Pacific Coast origination with Achievement Medal at Cincinnati and best undisseminated decorative at San Francisco."

Won first prize in a class of fifty-eight seedlings at the Indiana show in 1935.

Strong Divisions \$15.00 Net  
Plant \$7.50



PACIFIC SPLENDOR



# INTRODUCTIONS FOR 1937

## LELAND STANFORD

**LELAND STANFORD (Inf. Dec.)**

Brilliant cardinal red, the Stanford University color. The best and brightest big red is our claim for this new introduction. Throughout the flower the color is true, clear, glistening, bright red without shadings, and best of all it does not fade in the least in very hot weather. The petalage is of a heavy velvet-like texture, unusual in a bright red, and fashioned to withstand difficult conditions. We have had flowers measuring 14 inches in diameter and the illustration on front cover shows the proportionate depth. Plant is of medium to tall growth with strong stem stalks and good foliage. It is also an exceptionally free bloomer and an early bloomer. In many respects this new Dahlia possesses many of the fine characteristics of its yellow predecessor, "California Idol". With so many new Dahlias in every shade coming on the market, it has been our aim to produce a red, a yellow, a pink, and the like, each of which will be a top-notch in its respective color. Leland Stanford has been shown very little and does not have the prize record and Honor Roll recommendations behind it that usually accompany a leading new introduction. However, our reputation is sufficient for many of our customers.

\$15.00 Net—Plant \$7.50



LELAND STANFORD



## SUNLIGHT

**SUNLIGHT (Cac.)** — Bright yellow. This is a cactus of the Ambassador type, a nice large flower with perfect habits. It is just about the freest bloomer we have in the garden. There are not many straight cactus, finely petaled and with upright stems, and we consider this one a very useful addition. We have a large stock of this variety. Incidentally, we are withholding from the market this year two of our best new ones that we had planned to release, in order to insure a sufficiently large stock when we do distribute them.

\$10.00 Net — Plant \$5.00



SUNLIGHT



## New and Standard Varieties that are Champions in Garden and Show Room

**AMSTERDAM (Inc. Cactus)**—Bordering on the semi-cactus type. This large, deep Dahlia we consider on a par with the best red semi-cactus or cactus in existence today. We have seen some of the new red cactus Dahlias going on the market and none can compare with this Dahlia, in size, depth or formation. The bush produces several blooms of exhibition size with no disbranching, or disbudding. The blooms are carried high above the bush on long stiff stems. Our guarantee is behind this Dahlia. ....Root 2.00.

**ARARA (I. Dec.)**—Really good variegated Dahlias are few and far between, it is of exhibition size and free blooming with the best of stems. Our stock is very limited and only one root to a customer. The color is bright snappy orange, splashed with dark red and an overcast of lavender, making it outstanding. ....Root \$2.50.

**ADIRONDACK SUNSET (I. Dec.)**—Much publicity given this Dahlia last season. The description is given as follows. Three distinct colors, vivid scarlet, shading to bright yellow, with gold reverse. Honor roll in 1934. Root \$2.00.

**AMERICA SWEETHEART**—A large yellow that is well known by publicity given it. Honor Roll in 1934. Also awarded prize for best New Jersey introduction in 1935. ....Root \$2.50.

**ARELDA LLOYD (Inf. Dec.)**—This sport of the celebrated Jane Cowl lived up to our description in every way the past season and nothing but the highest praise has come from those that grew it. Arela Lloyd is more yellow. Arela Lloyd bids fair to be as good as her parent, Jane Cowl. It is described in the Trial Garden report as follows, "A deep soft shade of yellow with a slight flush of pink on ends of petals, reverse a clear yellow with pink veining." Scored 86 points at Storrs' Trial Garden. Field grown stock guaranteed to make good. ....Root \$1.00.

**BABY ROYAL**—A miniature that is a little sweetheart. Winner of the Gold Medal in England. The exact color is flesh-pink on yellow ground or at base of petals. It is of decorative type. Three for \$1.00.

**BETTY COLTER (I. Dec.)**—Derrill W. Hart describes this variety on the American Home Honor Roll for 1931 as follows, "One of our favorites among the new Dahlias. The color is distinctive and pleasing, an even shade of light salmon red throughout, shading to old rose at base of long rolled petals." Root \$1.00.

**BUBBLES OF HILLCREST (Inf. Dec.)** This is a giant and of an unusual color which is magenta of a different shade. Root \$1.00.

**CROYDON BEAUTY (Inf. Dec.)**—Color a glistening butter yellow, and heavily laden with a golden sheen. The flowers are good size, the petals being nicely pointed, and a form of sheer beauty. They are held facing sideways on good, stiff stems, well above the strong, growing bush, an early and very prolific bloomer, and a good keeper when cut. Height five feet. ....Root \$1.00.

**CHAUTAUQUA REGAL (F. D.)**—The color is an unusually rich and brilliant cardinal red with the reverse of petals shaded ivory. The bloom is truly magnificent, of the largest size on cane stiff stems and facing the sky. ....Root \$1.00.

**CHAUTAUQUA SUNSET (F. D.)**—Most pleasing in color as it is a wonderful blending of sunset colors, gold, shaded old rose and coral. A great exhibition Dahlia. Growing habits are excellent with strong, straight stems and dark green foliage. ....Root \$1.00.

**CLARA BARTON (I. D.)**—An immense bloom facing slightly upwards on a long, straight stem, twelve inches to first set of leaves. Face of petals silvery orchid, reverse of petals deep lavender, general effect lavender. Bush growth medium height; a very prolific bloomer that never stunts. ....Root \$1.00.

**DOKOUPILS GIANT (Form. Dec.)**—The blooms of this variety are large and deep, and has a color all its own, a soft lilac rose. The flowers are held erect at a forty-five degree angle on exceptionally strong, cane-like stems, on an exceptionally strong, vigorous, growing bush, height about five feet. For a large flower it gives many blooms. A grand Dahlia. Won largest in show, 1935. ....Root \$1.00.

**DIXIE ARISTOCRAT (I. Dec.)**—A new Dahlia of very large size. The large blooms are carried erect on the best of stiff, long stems. Height of plant about three feet. Try this one. Lavender in color. Root \$1.00.

**ENID CRANE (Inf. Dec.)**—The English introducers consider this their best introduction. Another yellow but very deep tone with the best of stems. Flowering habits the best. ....Root \$3.00.

**FRED SPRINGER (Dec.)**—This is truly a Dahlia suitable for a hedge as it only grows about the height of two feet and is completely covered with medium size blazing red bloom on stiff stems. Root 50c.

**FOREST FIRE (I. Dec.)**—This may be classed as a bi-color and a Dahlia of great beauty. A distinct lemon yellow at base of petals, then shaded a rich scarlet towards the tips. Awarded certificates at Storrs, and East Lansing Trial gardens. Root \$2.00.



**FULL MOON (F. Dec.)**—Canary yellow. Here is a variety that can truthfully be called a superlative Dahlia. The large distinctive blooms are regularly formed of very broad flat petals that terminate in a perfectly full and artistic center. Best bloom in show at San Diego, Calif., 1934.

Root 50c.

**HAPPY CHOICE (Inf. Dec.)**—Although it is on the border line of the formal type. From among the new sorts we chose this one to introduce and we consider it a **HAPPY CHOICE**. Upstanding, very large and free blooming, with the blooms above the foliage on the best of rigid long stems, it is one of the largest we have grown, 13 inches without forcing. Insects do not like this variety, it is too sturdy and thrifty for them to feast on. The color is very pleasing, but hard to describe, perhaps the best description would be, light salmon orange with tones of coral pink. Yes, it has a Show record, runner up at one Show for the Achievement Medal and three firsts as an undis-seminated seedling. We do not exaggerate about our Dahlias and when we say, this is one of the best of our introductions, we mean it. If you do not agree, we are ready to refund the purchase price. ....Root \$2.00.

**HELEN S. FRASER (F. Dec.)**—Another fine Dahlia originated by George W. Fraser, named after his most attractive daughter, Helen. Formal decorative are not very plentiful and it is a pleasure to present this one for the first time. Color according to Ridgeway's color chart is picric yellow at center, outer petals alizarine pink, a most attractive combination of colors. It has clean, upright growth with flowers carried high above the foliage. Certificate at Storrs.

Root \$2.50.

**JESSIE CRAWFORD (Inf. Dec.)**—This variety is offered through the courtesy of Geo. W. Fraser, president of the American Dahlia Society. It is of course an Honor Roll Dahlia, in fact it was on two Honor Rolls in 1934. We can call it very nicely an ivory white with blendings of cattleya pink, with petal tips a deep cattleya rose, so much admired in the cattleya orchid. The bloom is large and held erect on the best of stems well above the foliage. ....Root \$3.50.

**KOONGARRA BEAUTY (Dec.)**—One of the largest, deepest decoratives ever offered, can be grown 12 inches in the originators description. Color, deep golden bronze. ....Root \$3.00.

**LEIDEN'S ELEGANCE (C.)**—Bright crimson to deep cinnabar, perfect cactus as regards to form. The flowers are produced in great abundance on long wiry stems. champion. Stock limited.

Root \$2.00.

**LEMONIA (Cactus)**—This variety needs little introductory description, as it is the most talked imported Dahlias to date. It has won many prizes including the New York show in 1935. Color, yellow, free blooming. ....Root \$1.00.

**LITTLE DREAM**—This very beautiful small pink cactus is one of the very latest creations and has made hundreds of friends in the very short time it has been obtainable. It won the highest honors abroad in 1934 and 1935. Our stock is very limited. ....Root \$1.00.

**LITTLE SNOW QUEEN**—Another very small white cactus almost an exact duplicate of Little Dream, except in color. The best of stems and surely is a queen. Stock limited. ....Root \$1.00.

**LUCRETIA (I. Dec.)**—Here is a Dahlia that grows as large naturally as any Dahlia that we have grown with two exceptions. It grows larger and produces more enormous bloom at one time than our famous Murphy's Masterpiece. We do not know how large it can be grown for exhibition bloom, but we are sure that none will be disappointed in growing it. Color, ecru heavily flushed begonia pink, or perhaps a pale buff would describe the color better. The stems are perfect, long and stiff. Mr. Hart has seen this Dahlia and pronounced it "Some Dahlia." Stock limited, only 25 roots for sale this season. Money back if it is not better than my description. ....Root \$2.00.

**LORD OF THE AUTUMN (Inf. Dec.)**—This variety did its full share of prize winning and no doubt will be a future as one of the standard varieties. The color is deep golden yellow and the blooms are of the largest size, making it most desirable for exhibition. ....Root \$2.50.

**MRS. RICHARD TWYFORD (C.)**—A fine addition to this class, bright scarlet in color, flowers carried on excellent stems, the plant is a sturdy grower, it will be a popular exhibition variety.

Root \$2.00.

**MONMOUTH CHAMPION (D.)**—This great Dahlia compares favorably with Fort Monmouth, Violet Wonder, Jane Cowl, Kathleen Norris, and other top notchers of recent introduction. It instantly found favor with all who saw it in our gardens and the show rooms by its great size and brilliant orange flame color that fairly glistens from its own color. ....Root \$1.00.

**MASTADON (Inf. Dec.)**—Some growers describe this as semi-Cactus but perhaps it would be better to place it under the informal decorative class, anyway, it is a gem of the first water. It is one of those Dahlias that lingers long in one's memory, it has color, it has size, stem and everything to place it among the leaders from abroad. It is massive in size, color is rich amber or apricot. No collection is complete without this new Dahlia with its new color. ....Root \$1.00.

**MISS BELGIUM (Cac.)**—Perhaps there are few Dahlias of medium size before the public today that have attracted more attention than Miss Belgium. In 1934 this creation was quite popular with the judges at the Boston, Mass., Dahlia Exhibition, when they were awarding the prize for the best bloom in the show. It is always covered with bloom with wiry, but perfect, long stiff stems. Color, bright orange red. ....Root 50c.



**PINK SPIRAL** (Inc. Cactus)—On Mr. Hart's Honor Roll, 1935. Here is his description: "I believe that this Holland novelty will reach general popularity, and it certainly is among the best of the new foreign introductions. The color is peach-blossom pink, with a touch of primrose at base and center of the flower. The petals have a tendency not only to incurve, but to form a complete spiral arrangement around center." .....Root \$2.00.

**PAUL PFITZER** (Cac)—Another of those gems that are hard to beat when arranged in a basket or vase. The beautiful color, the formation of the bloom, the long stiff stems, its cut and come again habit, the clean foliage moulds itself into one of the finest garden and exhibition cactus that has yet been produced. Color is chamois pink. Root \$1.00.

**ROSE TRIUMPH** (S. C.)—A lovely semi-cactus of medium size, but just right for interior decoration or basket and vase arrangement for the show room. It has a color all its own, pure rose, suffused and tipped with violet, fine habits and one of the most popular in our test garden. ....Root \$1.00.

**SULTANA** (Dec.)—Bright scarlet shading to a gold center, the brightest, most pleasing color imaginable, of velvet-like texture, reverse of petals also gold. It is one of those that calls to you from across the field, and there are still many people whose favorite color in Dahlias is red. This is one that is hard to beat in its class and has every good quality. One of our best Dahlias. ....Root 50c.

**SCHONE DUSSELDORFERIN** (I. Dec.)—One of the best bicolor Dahlias that we have ever seen and it produces an abundance of exhibition bloom throughout the whole season. The color is crimson red at base of petals, with pure white at tips of petals. It's new and unusual. Try it. ....Root \$2.00.

**SNOWSTORM**—A new white that is of very large size. It is formal decorative in type, a remarkable fine flower, very deep in build, while the color is pure, the stems are long and rigid. Will make a fine addition to any collection. ....Plant \$3.00.

**SHENTENCHI** (Inc. Cactus)—The first Japanese Dahlia to be listed on an honor roll in this country. Here is Mr. Hart's description: "It was shown in Camden and at New York. It is a true incurved cactus type, with petals curving all the way to the center of the flower. The florets are narrow and completely revolute. Color is dark maroon on blooms about 7 to 8 inches." We have grown this variety three years and it has been a great favorite with our visitors. Nothing like it when compared with any other Dahlia. ....Root \$2.00.

**THE FIREMAN** (Inf. Dec.)—This grand Dahlia has made many friends the past three years not only in our home gardens but in the American Dahlia Society official trial garden at Storrs, Conn.,

This hot-spot of a Dahlia sure made them sit up and take notice the past season as it seems to have a color all its own. One grower writes: "The visitors rush across the garden to see this flaming, dazzling creation," and when you see it you will not wonder why. I know of but one other Dahlia that compares with this for a vivid color and that is our new introduction "Don Juan" but the type is entirely different. A great root maker. ....Root \$1.00.



The beautiful California Peach grown by Dr. E. S. Landess, Fayetteville, Tenn., who won our contest for 1936 with a 12½-inch bloom of this variety.

**TOWERS EMPIRE** (Inf. Dec.)—Here is one Dahlia that should be grown in every garden, and one that we can very highly recommend. The flowers which are large are of a clear gold in color, with amber shadings in the center, and are of good size, and held at a forty-five degree angle on exceptionally long, strong, stiff, rigid stems, high up and well out of the foliage of the tall growing bush, the foliage is very odd, being thick and fern-like, is an early and very prolific bloomer, and have counted as many as 20 blooms on the plant at the one time. A good, strong, vigorous grower, height about seven to eight feet....Root \$2.00.



**TRAUER UM LANGEMARK**— This is perhaps the best dark colored cactus Dahlia coming from abroad. It surely is far above the average for size, as many 8-10 inch bloom may be cut from one bush, held erect on the best of long stiff stems. Unusual color, deep mahogany-red- nearly black-colored. In formation it is nearer the incurved type. A big winner abroad. ....Root \$2.00.

**WHITE ABUNDANCE (Dec.)**—A pure creamy white and considered the best from abroad of its color. Received very favorable comments at Bronx Park the past season. ....Root \$2.50.

**WHITE WONDER (Inf. Dec.)**—The bush grows to a height of 5-6 feet, is wide spreading and many branched, from the ground up, making it possible to cut large blooms on 2-4 foot stems. Foliage is very thick and leathery-like, rendering it practically immune to insect injury.

Root \$1.00.

**YELLOW WONDER (Inf. Dec.)**—This is another of the celebrated Broomall introductions that has made good. The color is a deep rich yellow, the blooms are very large and held erect on long stiff stems. If you are interested in a first class exhibition flower at a low price, try this one. ....Root \$1.00.



## We Want Photographs

Photographs are interesting, therefore we are anxious to have our customers send in photographs on our newer introductions. We will give a \$5.00 root of our selection to the persons who send in photographs that are acceptable to us for our 1938 catalog. Send in your photographs. Try and bring out the size and formation of your flower.



# Late Additions of a Few Extra Fine Dahlias

(STOCK VERY LIMITED)

**MUTSUNO HIKARI (Inf. Dec.)**—The season of 1937 seems to have a great abundance of new white Dahlias and every claim possible has been made by the many introducers and originators, therefore, it is up to the would be purchaser to decide which is the best. So just to keep in line we have decided to introduce this great white after growing it two years. It has developed no faults, it is a pure white, the stem is long and stiff, the size ranks above any white we have grown or have seen advertised, except Margaret E. Broomall. We entered this variety at one trial garden last season and it received a certificate and have been told it created quite a sensation at that trial garden. We have just a few roots to offer and if it does not suit the buyer, return the stock and your money will be returned cheerfully. Don't miss considering this white.

**Strong Divisions \$10.00 net**  
**Plant \$5.00 net**

**DARCY SAINSBURY (Inf. Dec.)**—Another great white exhibited at the New York show in 1937. We have grown this variety two years and although the formation is somewhat different than Mutsuno Hikari, it is one of the great whites of all time. Both of these whites mentioned will give every other white except one, a great battle in 1937, and I am betting on these two whites, Darcy Sainsbury and Mutsuno Hikari to win. Our reputation is at stake on this statement but are sincere. These Dahlias have never been on any Honor Roll, that is not necessary in the show room.  
**Plants Only \$5.00 net.**

**POINSETTIA (Inf. Dec.)**—This variety is well named as it really reminds one of the flaming red Poinsettia that we all so much admire at Christmastide. This is not our origination, however, we have grown it for two years and consider it a most unusual Dahlia. We realize that there are a lot of reds, good, bad and the other kind, but with the great freedom of bloom and its fine growing habits, we do not hesitate recommending this fine Dahlia to our customers. It's a blazing red, carmine-red is perhaps the better description as to the exact color of this variety. Just a few roots this season but it's good. ....Root \$3.00 net.

**CROYDON GLORY (F. Dec.)**—Not just another yellow but a top-notch and one that any grower would like to see in his garden. It has it and well worth the very small price that we are asking for such a fine Dahlia. ....Root \$1.50 net.

**GREY DAWN (F. Dec.)**—This variety no doubt belongs to any first class collection. It was first prize winner at Boston for the best foreign variety in a hot class. We say it is a wonderful Dahlia and we should know. The color is best described as grey, however, it is ivory white tinted lavender. The habits are perfect, no open centers, no weak stems, so all in all, it is a first class exhibition Dahlia. We place it away up near the top as one of the best. We have perfect stock. ....Root \$3.00.

**MAJORS PINK (Inf. Dec.)**—If we were to choose but one Dahlia for interior decoration and one that gives us full centered bloom throughout the whole season, this variety would be our choice. It is not a giant in size, but a queen upon a throne when used for basket arrangement for the showroom or for the home it is in a class by itself in our opinion. Just another of the gems that we discovered. Color, peach pink, very long stiff stems, free bloomer.

**Root \$2.00 net.**

**TAPLOW COURT (Inf. Dec.)**—This great big distinct salmon colored Dahlia should be in every collection, if you like them big, we mean big. It is one of the very largest of the new Dahlias that we have grown in our trial garden. We have priced it low but don't let that scare you from buying it if you like the best. ....Root \$2.50 net.

**SON OF SATAN**—This new sensational, Four Honor Roll Dahlia. Certificate of Merit winner. An immense incurved cactus, flame red, with excellent stems. This sensational four honor roll Dahlia scores another honor. Dr. Marshall A. Howe, Director of the New York Botanical Gardens, reports as follows: Your Son of Satan is the strongest and most vigorous looking in the 1,100 plants in our collection. The flowers are large and attractive. We are releasing roots and plants of Son of Satan.

**Roots \$5.00. Plants \$7.50.**

**GLUROSE**—Would describe this as a miniature Jersey Beauty. Mr. Wm. H. Waite originator of Jersey Beauty saw this variety growing at Storrs and insisted on having this Dahlia in his garden in 1937 as he saw a great future for it in the cut flower field, garden and home decorations. It is a most profuse bloomer throughout the whole season. A certificate winner at Storrs in 1936 under the number E-303. Colorlight rose-lane pink. If forced it is too large for the miniature class. Average size under normal condition about 3 inches.

**Root \$2.00.**





## SATAN

This was the largest bloom exhibited in Sapporo, Japan,  
held by the child of a customer.

## Clean Out Sale of Root Stock

We may have a surplus stock of fine standard varieties after the rush of spring sales and having decided to confine our entire efforts to the very newest varieties more than ever, we will greatly reduce our planting of the older varieties, therefore on June first, we shall prepare a list of those that we shall no longer grow, or list, at greatly reduced prices. This will be a real bargain sale, but in fairness to our competitors we cannot reduce our prices before June. There may be only ten roots of some good variety, so send for list early and save in your buying. June is the Dahlia planting month.



## MAJOR AWARDS

We do not think it necessary to repeat each year the winning of major awards throughout the world by our introductions, however, the season of 1936 was no different than the former years. Our introductions won more major awards than any other Dahlias. We do not consider ourselves exhibition growers, our satisfied customers have built our success and reputation as introducers of the world's greatest prize winning Dahlias. The Dahlia growers of the world know our reputation of introducing Dahlias that never disappoint the growers. We introduce them and our customers win a large majority of the supreme awards in the keenest competition. Our stock has never been forced for exhibition bloom. We gave the world such creations as Margaret E. Broomall, Murphy's Masterpiece, Satan, California Idol, Miss Glory, California Peach and many more champions of their time.

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### National Association of Commercial Dahlia Growers, Inc.

Every reputable commercial dealer or grower should join this live association. Purchasers of Dahlia stock are assured of a "Square Deal" if they purchase stock from a member. For full particulars drop a line to Mr. Thomas Leavitt, Secretary, Assinippi, Massachusetts.

CHARLES G. REED  
Organizer and Past President.

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## DAHLIA SEED

We have a very limited supply of seed from the large blooming varieties that are winning prizes everywhere. It must be remembered that growing Dahlias from seed is very interesting but too much should not be expected as to the results obtained. It is very difficult to originate a real worthwhile Dahlia. You will get many kinds and colors and you may get a good one, but it's all a gamble. We cannot control the conditions under which the seeds are planted and we do not guarantee results, nor will we be in any way responsible for the crop. This is the condition upon which orders are accepted. 50 seed \$2.50, 100 seed \$5.00 net. Extra choice hand-pollenized California seed, 50 seed \$5.00, 100 seed \$10.00 net.

At the 1936 St. Louis, Mo. Dahlia show a seedling exhibited by Mr. Raymond Grass, St. Louis, Mo., grown from our seed won the Achievement Medal and prize for largest bloom in the show. As mentioned above growing seedlings is all a gamble. Mr. Grass took the gamble and won.

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## MEMBER

American Dahlia Society and Honorary  
Vice-President.  
Dahlia Society of California and Honorary  
Vice-President.  
Dahlia Society of Ohio.  
Dahlia Society of West Virginia.  
Dahlia Society of Michigan.  
Dahlia Society of Indiana.  
Central States Dahlia Society.

Associate Editor Mid-West Dahlia News.  
Dahlia Society of New England and Past  
President.  
National Ass'n of Commercial Dahlia  
Growers, Inc., Organizer and Past.  
President.  
Lawrence Chamber of Commerce and  
First Vice-President. ,  
Massachusetts Horticultural Society.

**Reference:** Bay State Merchants National Bank, Lawrence, Mass., or any reliable Dahlia grower in this country.



USE THIS ORDER SHEET ONLY  
WHEN ORDERING  
**MARGARET E. BROOMALL**

U. S. Plant Patent No. 36

**SUCCESS DAHLIA GARDENS**

Charles G. Reed, Prop.

171 FERRY STREET, LAWRENCE, MASS.

Date \_\_\_\_\_ Amount Enclosed \_\_\_\_\_

How many plants \_\_\_\_\_

**ROOT \$20.00 NET — (May 1st Delivery)**  
**PLANT \$10.00 NET**

**NOTICE AND AGREEMENT**

This "Margaret E. Broomall" variety of Dahlia is protected by Plant Patent No. 36, issued by the United States Patent Office, October 18, 1932.

The purchaser is hereby given by the patentee, Charles G. Reed, Proprietor of Success Dahlia Gardens, the right to grow this root or plant for his own use and enjoyment and to sell cut flowers therefrom, but he is specifically prohibited from reproducing this variety by any means other than the natural growth from whole roots and not from cuttings, and neither roots nor plants may be sold, leased, given away, or otherwise transferred without the written consent of patentee.

It is a further condition of this sale and a consideration of the limited license hereby granted, that any sports or mutations that may develop from this variety shall become the property of the above named patentee and that as special compensation thereof, the discoverer of any such sport or mutation, shall be entitled to one - fourth interest in any patent which may be issued thereon.

I have read the above NOTICE AND AGREEMENT and will abide by and carry out the conditions of sale as set forth therein.

Sign in writing your name \_\_\_\_\_  
or firm name. (Write it plainly)  
(Ladies will please use the prefix Miss or Mrs.)

If a firm, ordered by \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Use other side when ordering Standard Varieties.



# New and Standard Varieties

# SUCCESS DAHLIA GARDENS

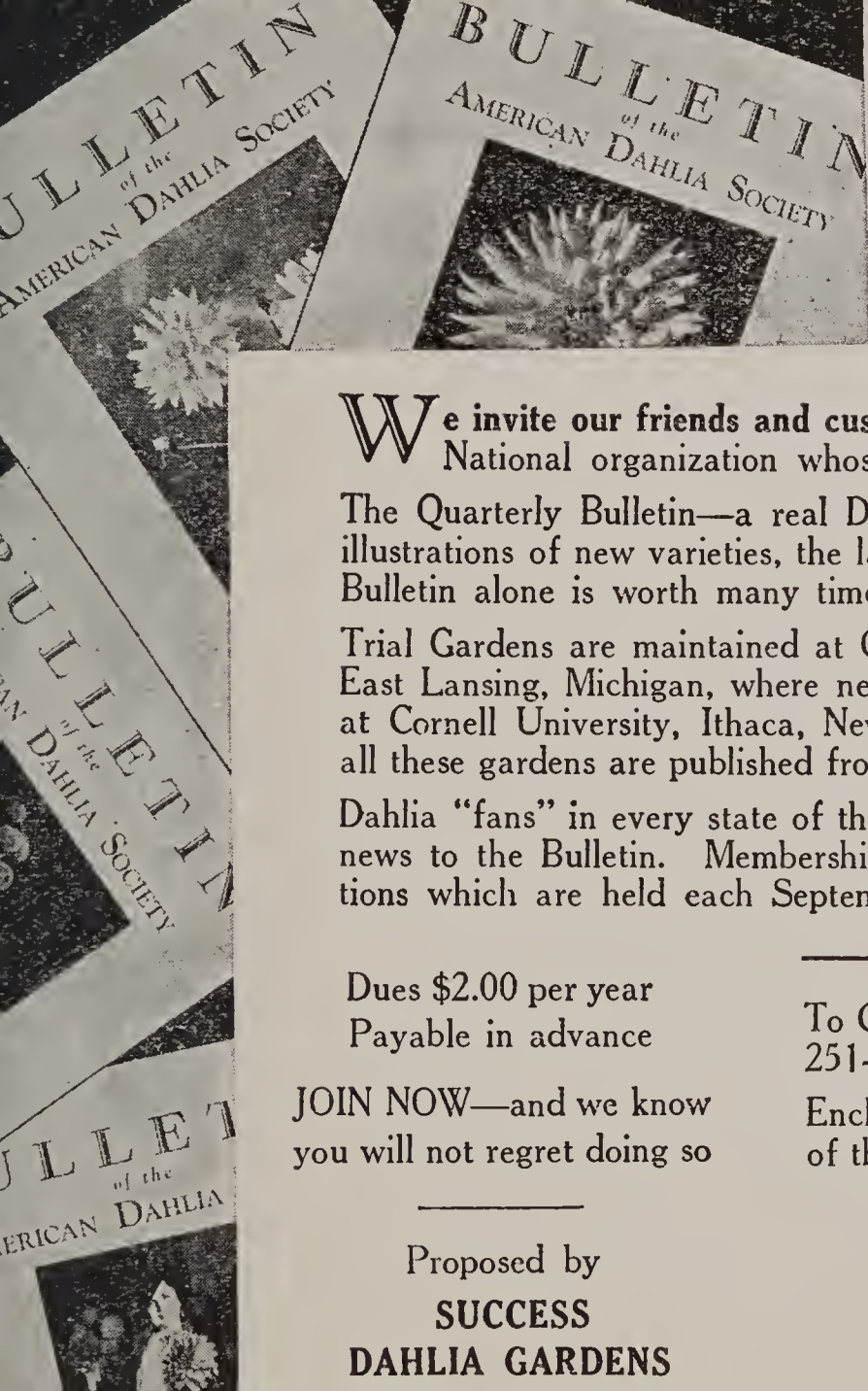
Amount Enclosed\_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_

About what date do you want them shipped? \_\_\_\_\_

Use other side when ordering Margaret E. Broomall.





# JOIN THE AMERICAN DAHLIA SOCIETY

**W**e invite our friends and customers to join the American Dahlia Society and become a part of this great National organization whose interest is devoted solely to the improvement of the Dahlia.

The Quarterly Bulletin—a real Dahlia Magazine—gives all the up to date Dahlia news, information about, and illustrations of new varieties, the latest cultural hints and is a real worth while guide to any lover of Dahlias. The Bulletin alone is worth many times the cost of the annual dues.

Trial Gardens are maintained at Connecticut College, Storrs, Connecticut, and The Michigan Agricultural College, East Lansing, Michigan, where new varieties are tested and scored each year. A test garden is also maintained at Cornell University, Ithaca, New York, for research work on insect and disease control. Full reports from all these gardens are published from time to time.

Dahlia “fans” in every state of the Union and many foreign countries are members and frequently contribute news to the Bulletin. Membership includes admission, and the privilege of exhibiting at all our National exhibitions which are held each September in some National center.

Dues \$2.00 per year  
Payable in advance

JOIN NOW—and we know  
you will not regret doing so

Proposed by  
**SUCCESS**  
**DAHLIA GARDENS**

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## APPLICATION FORM

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To C. Louis Alling, Secretary of The American Dahlia Society, Inc.,  
251-37 Court Street, West Haven, Connecticut.

Enclosed find \$2.00 for which please enroll me as a member of your Society. Send copy of the current Bulletin.

Name .....

Address .....

.....







# Our "Win a Prize" Contest Winners

We are the exclusive originators of the plan to offer yearly prizes to those who can produce certified measurement of bloom grown from our introductions. We herewith present the winners of our 1936 contest:

**FIRST PRIZE:** Won by Dr. E. S. Landess, Fayetteville, Tenn., with a California Peach. Size of bloom 12½ inches. Dr. Landess had several 12 inch bloom of California Idol and 11 inch bloom California Rose.

This was the only entry for the season, therefore only one prize is awarded as no grower can win more than one prize.

Send in your certified measurement this season and you may win a prize. It is not necessary that stock be purchased direct from us.

We received several letters from customers telling us about their giants grown from our introductions but their measurements were not certified, therefore, they were not eligible to compete for our prizes. **Have your measurements certified.**

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## Win a Prize This Season

This season we are going to offer the following prizes to the growers of our introductions, old or new. The first prize will be \$15.00 worth of Dahlia stock to the grower who produces the largest bloom in diameter on any of our introductions except Murphy's Masterpiece and Satan. The second prize will be \$10.00 worth of Dahlia stock for the next largest bloom. The third prize will be \$5.00 worth of Dahlia stock to the grower who produces the third largest bloom on any of our introductions. The only restrictions connected with this offer are, the bloom must be measured before a Notary Public, Justice of the Peace, Mayor of a City or Selectman of a town as witness, or at least two judges at a flower show. Use this blank.

*Name of Grower.....Date.....*

*Street.....*

*City or Town.....State.....*

*Name of Dahlia.....Size of Bloom.....*

*The above grower has appeared before me and I have measured the  
flower mentioned above and found it to be.....inches in Diameter.*

*Signed.....Official Office.....*

*City or Town.....State.....*

This blank is furnished for your convenience, but any signed statement will be acceptable.

This contest is open to all growers. Selection to the amount of prizes may be made from our 1938 catalog by the winner, except 1937 introductions. No grower can win more than one prize. This contest closes December 1, 1937 and data must be in our hands not later than that date.





MISS GLORY

Produced the  
Largest Bloom  
at the  
Trial Gardens  
In 1935.

Highest Scoring  
Semi-Cactus.

Size of Bloom  
12 Inches.